

Pittsburgh (WPXI)			
By Broadcast Month	Spots	Rate	
Sep. 2012	32	\$23,870.00	
Grand Total:	32	\$23,870.00	

Contract # 325767	Date Entered 08/06/12
Schedule Dates 09/24/12-09/30/12	Last Modified 10/01/12
Advertiser Pol/Critz M/D/Con/PA (12930)	Entered By Jennifer Stewart
Agency Luc, Inc. (2895)	CO-OP Yes
Product Political - Federal Candidate (1067)	Headline # 06263779
Brand POL/M CRITZ/D/CON/PA (68636)	Demo Normal
Salesperson Telerep/Atlanta, Atlanta (1044)	Order Type Package Deal
Sales Office Telerep/Atlanta	Commission % 15.00
Buyer Name MILLS,AMY	Commission \$3,580.50
Phone/Fax /	Net Total \$20,289.50
CPE N/A	Sales Tax
Account Types National/Political	
Billing Type Standard	
Comments 2429 ***** THIS IS A CASH IN ADVANCE SCHEDULE *****	

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Revised Line / Spot	09/24/12-09/28/12	5	:30	5:59A- Channel 11 News 6am	1					1			1			Pittsburgh (WPXI)	NEWS 6-7A/1	8/6/12
1.1	Normal Line / Spot	09/24/12-09/28/12	5	:30	5:59A- Channel 11 News 6am	2	X	X	X	X	X			2	\$795.00	\$1,590.00	Pittsburgh (WPXI)	NEWS 6-7A/1	9/21/12
2.0	Revised Line / Spot	09/27/12-09/28/12	5	:30	7A- 8A (EST)					1	1						Pittsburgh (WPXI)	TODAY 7-8A/2	8/6/12
2.1	Normal Line / Spot	09/24/12-09/28/12	5	:30	7A- 8A (EST)	2	X	X	X	X	X			2	\$620.00	\$1,240.00	Pittsburgh (WPXI)	TODAY 7-8A/2	9/21/12
3.0	Revised Line / Spot	09/25/12-09/25/12	5	:30	8A- 9A (EST)			1									Pittsburgh (WPXI)	TODAY 8A-9A/3	8/6/12
3.1	Normal Line / Spot	09/24/12-09/28/12	5	:30	8A- 9A (EST)	1	X	X	X	X	X			1	\$570.00	\$570.00	Pittsburgh (WPXI)	TODAY 8A-9A/3	9/21/12
4.0	Revised Line / Spot	09/26/12-09/28/12	5	:30	9A- Today Show 9a					1	1						Pittsburgh (WPXI)	TODAY 9A-10A/4	8/6/12
4.1	Normal Line / Spot	09/24/12-09/28/12	5	:30	9A- Today Show 9a	2	X	X	X	X	X			2	\$395.00	\$790.00	Pittsburgh (WPXI)	TODAY 9A-10A/4	9/21/12
5.0	Normal Line / Spot	09/29/12-09/29/12	5	:30	8A- 10:30A (EST)							1			\$370.00		Pittsburgh (WPXI)	SAT NEWS 8A-1030A/5	8/6/12
5.0.1	Preempt	09/29/12															Pittsburgh (WPXI)	Program Change/Exception	
6.0	Normal Line / Spot	09/30/12-09/30/12	5	:30	5:30A- 8A (EST)							1		1	\$345.00	\$345.00	Pittsburgh (WPXI)	SUN NEWS 530A-8A/6	8/6/12
7.0	Normal Line / Spot	09/30/12-09/30/12	5	:30	8A- 10A (EST)								1	1	\$370.00		Pittsburgh (WPXI)	SUN NEWS 8A-10A/7	8/6/12

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Product Political - Federal Candidate (1067)		Headline # 06263779
Brand POL/M CRITZ/D/CON/PA (68636)		Demo Normal
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1.1	Normal Line / Spot	09/24/12-09/28/12	5	:30	5:59A- Channel 11 News 6am	2	X	X	X	X	X			2	\$795.00	\$1,590.00	Pittsburgh (WPXI)	NEWS 6-7A/1	9/21/12
2.0	Revised Line / Spot	09/27/12-09/28/12	5	:30	7A- 8A (EST)					1	1						Pittsburgh (WPXI)	TODAY 7-8A/2	8/6/12
2.1	Normal Line / Spot	09/24/12-09/28/12	5	:30	7A- 8A (EST)	2	X	X	X	X	X			2	\$620.00	\$1,240.00	Pittsburgh (WPXI)	TODAY 7-8A/2	9/21/12
3.0	Revised Line / Spot	09/25/12-09/25/12	5	:30	8A- 9A (EST)			1									Pittsburgh (WPXI)	TODAY 8A-9A/3	8/6/12
3.1	Normal Line / Spot	09/24/12-09/28/12	5	:30	8A- 9A (EST)	1	X	X	X	X	X			1	\$570.00	\$570.00	Pittsburgh (WPXI)	TODAY 8A-9A/3	9/21/12
4.0	Revised Line / Spot	09/26/12-09/28/12	5	:30	9A- Today Show 9a					1	1						Pittsburgh (WPXI)	TODAY 9A-10A/4	8/6/12
4.1	Normal Line / Spot	09/24/12-09/28/12	5	:30	9A- Today Show 9a	2	X	X	X	X	X			2	\$395.00	\$790.00	Pittsburgh (WPXI)	TODAY 9A-10A/4	9/21/12
5.0	Normal Line / Spot	09/29/12-09/29/12	5	:30	8A- 10:30A (EST)							1			\$370.00		Pittsburgh (WPXI)	SAT NEWS 8A-1030A/5	8/6/12
5.0.1	Preempt	09/29/12															Pittsburgh (WPXI)	Program Change/Exception	
6.0	Normal Line / Spot	09/30/12-09/30/12	5	:30	5:30A- 8A (EST)							1		1	\$345.00	\$345.00	Pittsburgh (WPXI)	SUN NEWS 530A-8A/6	8/6/12
7.0	Normal Line / Spot	09/30/12-09/30/12	5	:30	8A- 10A (EST)								1	1	\$370.00		Pittsburgh (WPXI)	SUN NEWS 8A-10A/7	8/6/12

CONFIRMATION CONTRACT																			
Accepted-Agency/Advertiser:										Accepted-Station:									
Date:										Date:									
Comments:										Comments:									

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Contract # 325767

Schedule Dates

Advertiser

Agency

Product

Brand

Salesperson

Sales Office

Buyer Name

Phone/Fax

CPE

Account Types

Billing Type

Comments

09/24/12-09/30/12

Pol/Critz M/D/Con/PA (12930)

Luc, Inc. (2895)

Political - Federal Candidate (1067)

POL/M CRITZ/D/CON/PA (68636)

Telerep/Atlanta, Atlanta (1044)

Telerep/Atlanta

MILLS,AMY

/

N/A

National/Political

Standard

2429

***** THIS IS A CASH IN ADVANCE SCHEDULE *****

09/06/12

Date Entered

Last Modified

Entered By

CO-OP

Headline #

Demo

Order Type

Package Deal

Commission %

Commission

Net Total

Sales Tax

10/01/12

Jennifer Stewart

Yes

06263779

Normal

15.00

\$3,580.50

\$20,289.50

Pittsburgh (WPXI)

By Broadcast Month

Sep. 2012

Grand Total:

Spots 32

Rate \$23,870.00

\$23,870.00

Luc, Inc.

25 Whitlock Place, SW

#201

Marietta, GA 30064-3142



Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
7.0.1	Preempt	09/30/12															Pittsburgh (WPXI)	Program Change/Exception	
8.0	Revised Line / Spot	09/25/12-09/27/12	5	:30	10A- Ellen					1							Pittsburgh (WPXI)	ELLEN/8	8/6/12
8.1	Normal Line / Spot	09/24/12-09/28/12	5	:30	10A- Ellen	2	X	X	X	X	X			2	\$345.00	\$690.00	Pittsburgh (WPXI)	ELLEN/8	9/21/12
9.0	Revised Line / Spot	09/24/12-09/28/12	5	:30	11:59A- Channel 11 News At Noon					1							Pittsburgh (WPXI)	NOON NEWS/9	8/6/12
9.1	Normal Line / Spot	09/24/12-09/28/12	5	:30	11:59A- Channel 11 News At Noon	3	X	X	X	X	X			3	\$370.00	\$1,110.00	Pittsburgh (WPXI)	NOON NEWS/9	9/21/12
10.0	Revised Line / Spot	09/25/12-09/27/12	5	:30	4P- Judge Judy 4p					1							Pittsburgh (WPXI)	JUDGE JUDY 4-430P/10	8/6/12
10.1	Normal Line / Spot	09/24/12-09/28/12	5	:30	4P- Judge Judy 4p	2	X	X	X	X	X			2	\$395.00	\$790.00	Pittsburgh (WPXI)	JUDGE JUDY 4-430P/10	9/21/12
11.0	Revised Line / Spot	09/24/12-09/26/12	5	:30	4:29P- Judge Judy 430p					1							Pittsburgh (WPXI)	JUDGE JUDY 430-5P/11	8/6/12
11.1	Normal Line / Spot	09/24/12-09/28/12	5	:30	4:29P- Judge Judy 430p	2	X	X	X	X	X			2	\$495.00	\$990.00	Pittsburgh (WPXI)	JUDGE JUDY 430-5P/11	9/21/12
12.0	Revised Line / Spot	09/25/12-09/27/12	5	:30	5P- 5:30P (EST)					1							Pittsburgh (WPXI)	NEWS 5-530P/12	8/6/12
12.1	Normal Line / Spot	09/24/12-09/28/12	5	:30	5P- 5:30P (EST)	2	X	X	X	X	X			2	\$795.00	\$1,590.00	Pittsburgh (WPXI)	NEWS 5-530P/12	9/21/12
13.0	Revised Line / Spot	09/24/12-09/26/12	5	:30	5:30P- 6P (EST)					1							Pittsburgh (WPXI)	NEWS 530-6P/13	8/6/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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Contract # 325767

Schedule Dates 09/24/12-09/30/12
Advertiser Pol/Critz M/D/Con/PA (12930)
Agency Luc, Inc. (2895)
Product Political - Federal Candidate (1067)
Brand POL/M CRITZ/D/CON/PA (68636)
Salesperson Telerep/Atlanta, Atlanta (1044)
Sales Office Telerep/Atlanta
Buyer Name MILLS,AMY
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments 2429 ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

WPXI
4145 Evergreen Road
Pittsburgh, PA 15214



Luc, Inc.
25 Whitlock Place, SW
#201
Marietta, GA 30064-3142

Date Entered 08/06/12
Last Modified 10/01/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06263779
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$3,580.50
Net Total \$20,289.50
Sales Tax

Pittsburgh (WPXI)

By Broadcast Month
Sep. 2012 32 \$23,870.00
Grand Total: 32 \$23,870.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.1	Normal Line / Spot	09/24/12-09/28/12	5	:30	5:30P- 6P (EST)	2	X	X	X	X	X			2	\$795.00	\$1,590.00	Pittsburgh (WPXI)	NEWS 530-6P/13	9/21/12
14.0	Revised Line / Spot	09/25/12-09/27/12	5	:30	5:58P- Channel 11 News At 6pm M-F					1							Pittsburgh (WPXI)	NEWS 6-630P/14	8/6/12
14.1	Normal Line / Spot	09/24/12-09/28/12	5	:30	5:58P- Channel 11 News At 6pm M-F	2	X	X	X	X	X			2	\$995.00	\$1,990.00	Pittsburgh (WPXI)	NEWS 6-630P/14	9/21/12
15.0	Normal Line / Spot	09/30/12-09/30/12	5	:30	6P- CHANNEL 11 NEWS							1		1	\$670.00	\$670.00	Pittsburgh (WPXI)	NEWS 6-630P/15	8/6/12
16.0	Normal Line / Spot	09/26/12-09/28/12	5	:30	6:59P- Jeopardy				1		1				\$1,645.00		Pittsburgh (WPXI)	JEOPARDY 7-730P/16	8/6/12
16.0.1	Closed Preempt	09/26/12															Pittsburgh (WPXI)	Pre-empt/Exception -	
16.0.2	Closed Preempt	09/26/12															Pittsburgh (WPXI)	Advertiser Instructions/Spot	
17.0	Revised Line / Spot	09/24/12-09/27/12	5	:30	7:30P- WHEEL OF FORTUNE		1				1						Pittsburgh (WPXI)	WHEEL 730P/17	8/6/12
17.1	Normal Line / Spot	09/24/12-09/27/12	5	:30	7:30P- WHEEL OF FORTUNE	2	X	X	X	X				2	\$1,645.00	\$3,290.00	Pittsburgh (WPXI)	WHEEL 730P/17	9/21/12
18.0	Normal Line / Spot	09/29/12-09/29/12	5	:30	7P- Jerome Bettis 7-730P							1			\$670.00		Pittsburgh (WPXI)	BETTIS 7-730P/18	8/6/12
18.0.1	Preempt	09/26/12															Pittsburgh (WPXI)	Marked as Did not Air/Spot	

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Luc, Inc.
25 Whitlock Place, SW
#201
Marietta, GA 30064-3142

Contract # 325767

Schedule Dates

09/24/12-09/30/12

Advertiser

Pol/Critz M/D/Con/PA (12930)

Agency

Luc, Inc. (2895)

Product

Political - Federal Candidate (1067)

Brand

POL/M CRITZ/D/CON/PA (68636)

Salesperson

Telerep/Atlanta, Atlanta (1044)

Sales Office

Telerep/Atlanta

Buyer Name

MILLS,AMY

Phone/Fax

/

CPE

N/A

Account Types

National/Political

Billing Type

Standard

Comments

2429 ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 09/06/12

Last Modified 10/01/12

Entered By Jennifer Stewart

CO-OP Yes

Headline # 06263779

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$3,580.50

Net Total \$20,289.50

Sales Tax

Pittsburgh (WPXI)

By Broadcast Month Spots Rate

Sep. 2012 32 \$23,870.00

Grand Total: 32 \$23,870.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
19.0.1	Normal Line / Spot	09/29/12-09/29/12	5	:30	7:30P- 8P (EST)	1						1		1	\$570.00		Pittsburgh (WPXI)	HOLD FOR JEOPARDY 730-8P/19	8/6/12
19.0.1	Preempt	09/29/12															Pittsburgh (WPXI)	Marked as Did not Air/Spot	
20.0	Revised Line / Spot	09/26/12-09/26/12	5	:30	10:59P- CHANNEL 11 NEWS AT 11P	1			1					1	\$1,995.00		Pittsburgh (WPXI)	LATE NEWS/20	8/6/12
20.1	Normal Line / Spot	09/24/12-09/28/12	5	:30	10:59P- CHANNEL 11 NEWS AT 11P	2	X	X	X	X	X			1	\$1,995.00	\$1,995.00	Pittsburgh (WPXI)	LATE NEWS/20	9/21/12
21.0	Revised Line / Spot	09/25/12-09/28/12	5	:30	11:34P- TONIGHT SHOW	2		1			1			2	\$670.00		Pittsburgh (WPXI)	TONIGHT/21	8/6/12
21.1	Normal Line / Spot	09/24/12-09/28/12	5	:30	11:34P- TONIGHT SHOW	2	X	X	X	X	X			2	\$670.00	\$1,340.00	Pittsburgh (WPXI)	TONIGHT/21	9/21/12
22.0	M/G For 16.0.1 / Spot	09/28/12-09/28/12	5	:30	6:59P- Take This Job and Love It	1						1		1	\$1,645.00		Pittsburgh (WPXI)	JDBS SPECIAL 7-8P/16	9/10/12
22.0.1	Closed Preempt	09/28/12															Pittsburgh (WPXI)	Advertiser Instructions/Spot	
23.0	M/G For 16.0.1 / Spot	09/25/12-09/25/12	5	:30	6:59P- Jeopardy	1		1						1	\$1,645.00	\$1,645.00	Pittsburgh (WPXI)	JEOPARDY 7 730P/MKGD 22	9/17/12
23.1	M/G For 16.0.1 / Spot	09/24/12-09/27/12	5	:30	6:59P- Jeopardy	1	X	X	X	X				1	\$1,645.00	\$1,645.00	Pittsburgh (WPXI)	JEDP 7-730P/MKGD 22	9/21/12
24.0	Normal Line / Spot	09/24/12-09/27/12	5	:30	6:59P- Jeopardy	1	X	X	X	X				1	\$1,645.00	\$1,645.00	Pittsburgh (WPXI)	JEDPARDY 7-730P/16	9/21/12

CONFIRMATION CONTRACT

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25.0	Normal Line / Spot	09/30/12-09/30/12	9	:30	5A- 5:30A (EST)	1							1	1	\$0.00	\$0.00	Pittsburgh (WPXI)		10/1/12

CONFIRMATION CONTRACT

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